

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
3 February 2005 (03.02.2005)

PCT

(10) International Publication Number
WO 2005/010601 A1

(51) International Patent Classification⁷: **G02F 1/1335**,
1/13363

(21) International Application Number:
PCT/IB2004/051295

(22) International Filing Date: 27 July 2004 (27.07.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
PCT/IB03/03355 28 July 2003 (28.07.2003) IB

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

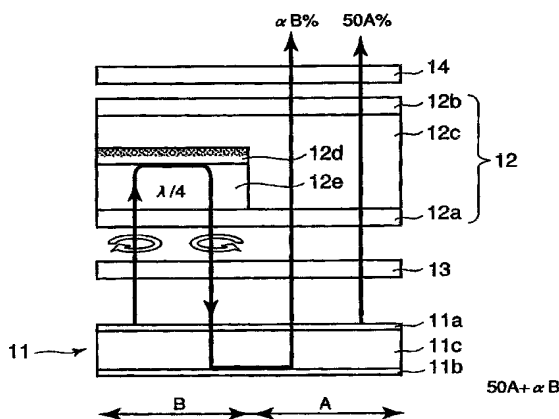
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: TRANSFLECTIVE LIQUID CRYSTAL DISPLAY DEVICE



(57) Abstract: In a transmissive mode, the light emitted from a backlight (11) in reflective region B passes through a circularly polarized light plate (13). The light passed through the circularly polarized light plate (13) becomes the right circularly polarized light by the absorption of a part of the left circularly polarized light. If the right circularly polarized light launches into a retardation film (12e) of a liquid crystal panel (12), a phase of the light delays with $\lambda/4$. The light delayed with $\lambda/4$ becomes the linearly polarized light and is reflected on a reflective film (12d). The light reflected on the reflective film (12d) delays its phase with $\lambda/4$ by the retardation film (12e). Therefore, the right circularly polarized light, passed through the retardation film (12e) again, returns to the right circularly polarized light. The right circularly polarized light passes through the circularly polarized light plate (13) as the right circularly polarized light plate, reflects on a reflective film (11b) of the backlight (11), and is diffused by a diffusing film (11a). The right circularly polarized light returns to the natural light as well as the light from the backlight (11) with a circularly polarized state canceled when passing through the diffusing film (11a). The light reflected on the backlight (11) adds to the light emitted directly from the backlight (11) in a transmissive region A.